

# Strategic product placement analysis

## EV Dashboard Experience Journey (Aligned to Your Project)

Stage	Steps (What Happens)	Interactions (What They Use / See / Do)	Goals & Motivations (Help Me...)	Positive Moments	Negative Moments	Opportunities
Entice	Identify need for product placement analysis	Stakeholder meetings, sales reports, customer feedback	Understand how product placement affects sales and customer preferences	Stakeholder interest in improving product sales	Lack of clear data insights, random placement decisions	Provide visual insights into placement and sales relationship
Enter	Collect product sales and placement data	Sales records, store layouts, placement maps, customer data	Gather accurate data for analysis of placement strategies	Successful data collection from various departments	Data inconsistencies, incomplete placement records	Standardize data collection and ensure completeness
Engage	Create Tableau dashboards for product analysis	Tableau Desktop/Public, integrated sales and placement datasets	Visualize product placement impact and identify key trends	Interactive visual dashboards with clear sales insights	Overcomplicated dashboards, too many filters	Use simplified dashboards, filter controls, highlight key insights
Engage	Embed dashboards in presentations and reports	Dashboards shared via Tableau Public, management presentations	Communicate insights effectively to decision-makers	Management engagement with visualized data	Misinterpretation of data insights	Include clear narratives and key findings with visuals
Exit	Share insights with marketing & sales teams for action	Reports, strategy meetings, placement recommendations	Turn insights into actionable product placement strategies	Informed strategic decisions	Delayed action on insights	Set timelines for implementing recommended strategies
Exit	Share insights with stakeholders and implement placement strategies	Reports, dashboards, team presentations, strategic meetings	Ensure actionable insights are applied to improve product positioning	Stakeholders appreciate data-driven insights	Insights not acted upon promptly	Ensure follow-up actions and monitor results